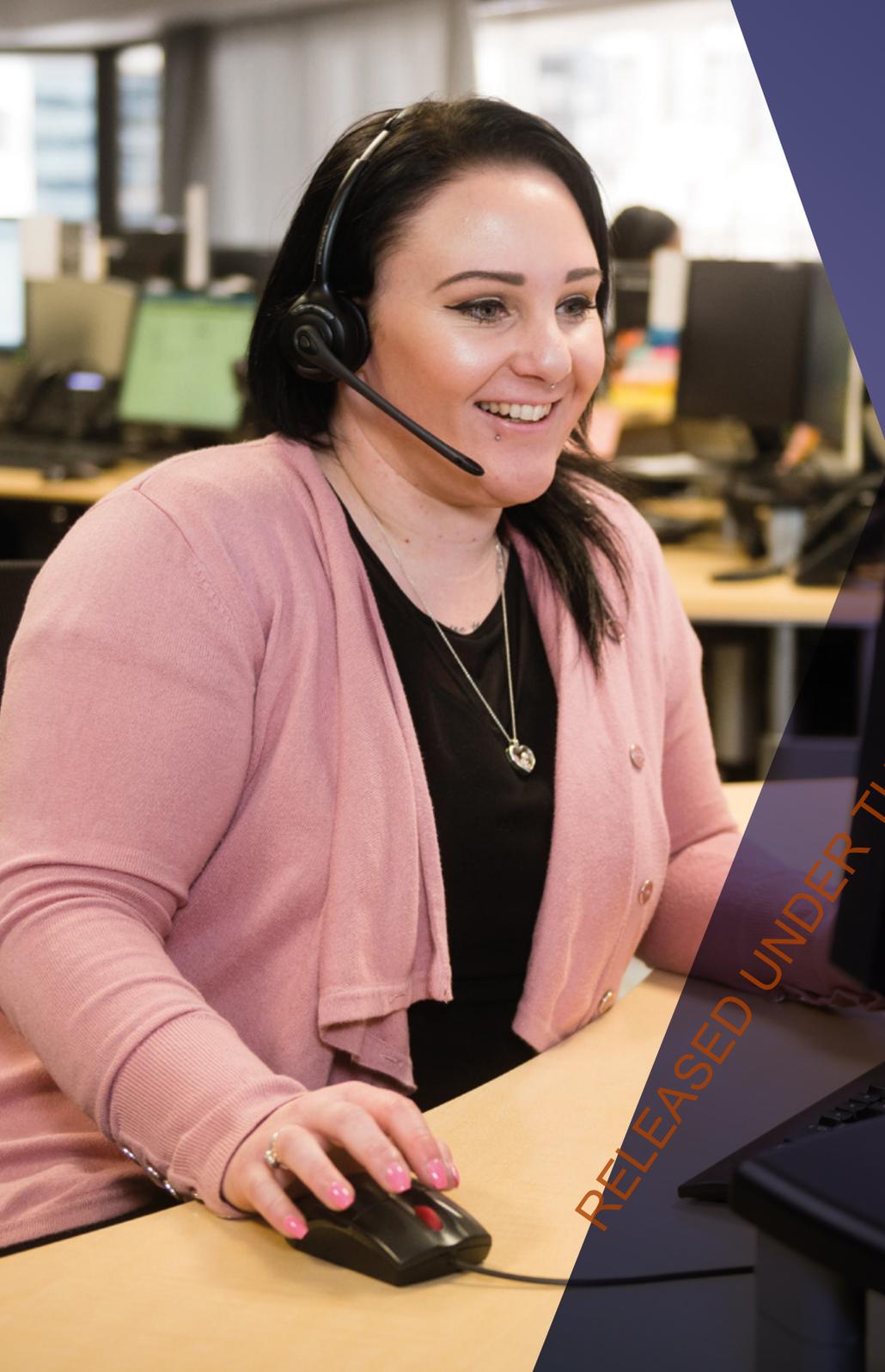


A PLACE YOU CAN BE

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1.0 WELCOME TO OUR PLACE

When people are what defines you, you need to be dedicated to creating the kind of workplace that attracts the very best - and brings out their best.

At the Ministry of Justice, our culture is about creating a place employees feel engaged, trusted, recognised and free to be themselves.

Our world class staff initiatives represent this commitment - to make the Ministry of Justice feel like a place you want to be.

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2.0

A PLACE YOU CAN BE

'A place you can be' is the embodiment of our internal culture at the Ministry of Justice and our ongoing commitment to our people. We use it to communicate staff programmes, health initiatives and social events.

It represents our promise to make the Ministry a great place to work, and to support our people to be the best they can be. It's anchored by five core promises that reflect the type of organisation we want our Ministry to be.

It's a place you can be:

- **healthy and safe** – where asking for help isn't a weakness. If you need a hand, you should be able to just ask
- **trusted** – where everyone has a right to dignity and respect, whoever they are or wherever they came from
- **supported** – where they're encouraged and supported to pursue their ambitions – and recognised and rewarded
- **involved** – where everyone's opinion matters. Some of our greatest achievements have come about through collaboration
- **yourself** – because we don't hire staff, we hire people.

A PLACE YOU CAN BE

2.1 USE OF 'RISE'

RISE represents the core values of the Ministry of Justice and how we deal with our customers.

As a general rule, if internal communications don't talk directly to the 5 core promises of 'A place you can be', use the R.I.S.E. values branding.

R **I** **S** **E**
RESPECT **INTEGRITY** **SERVICE** **EXCELLENCE**

3.0

3.0 TONE OF VOICE

The Ministry of Justice is a brand closely aligned with positive New Zealand values. We treat people with the same respect we'd expect ourselves. This means respecting their opinions, considering whom we might upset or offend, and resetting accordingly. We're compassionate, empowering, have a sense of humour and celebrate the diversity of people of our world. Our tone is **human and positive**.

3.1 LANGUAGE DEVICE

We've turned 'A place you can be' into a language device that can be tailored to various initiatives. It's a flexible and convenient structure that easily aligns messaging with our initiatives. The use of a handwritten font is reflective of our people and allows for easy personalisation. It should not be formal or overly corporate as this is not how people speak.

The handwritten portion of the construct should be one of the 5 core promises that embodies the Ministry's culture.

3.2 LANGUAGE DEVICE DOS ✓

- A place you can be healthy and safe.
- A place you can be involved.
- A place you can be trusted.
- A place you can be yourself.
- A place you can be supported.

**OUR
TONE IS
HUMAN &
POSITIVE**

LANGUAGE DEVICE DON'TS ✗

- A place you can achieve.
- A place you can have fun.
- A place you can work hard.
- A place you can be well, healthy and mindful.
- A place you can be part of a team.
- A place you can be silly.
- A place you can be Tom.

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4.0

FONTS

For 'A place you can be' items, we use 2 main fonts:

- **Arial** – for internal collateral that our people will use to create and/or edit material themselves (such as Word templates for reports and factsheets; presentations in PowerPoint; etc.)
- **Unit** – for professionally laid out items, for headlines and copy we want to draw attention to. For long form copy, use Gotham Narrow or Arial.

HANDWRITING

The 'A place you can be' includes a ruled space where we put the relevant core promise. These words should be handwritten for each execution – to convey an informal and personalised style. However, in some circumstances it may be necessary to use one of the selected handwritten style fonts (adjacent).

UNIT BOLD ITALIC

Always in caps, with tight kerning - great for impactful headlines.

Unit Black Italic

Medium length copy alternative, pull out quotes

Unit Light

Body copy, or any long form copy

Unit Bold

Headings/titles

Arial Bold Italic

Body copy headings

Arial Regular

Print & digital body copy

Caveat Brush

Kalam Bold

SHADOWS INTO LIGHT

Segoe Script

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5.0

THE PLACE DEVICE

The place device is one of our signature branding elements. Its main use is to give prominence to headlines or elevate a piece of messaging. It can be used in a variety of ways to help make our comms remain fresh and bold.

ANGLES

The device is always cropped on 2 or 3 sides of the layout, and is made up from 2 or 3 consistently angled sides, usually set at **25°** and **50°**. These two angles can create a variety of shapes (as shown adjacent). However, you can use different angles to make sure the place device doesn't cut through a person's head.

PLACEMENT

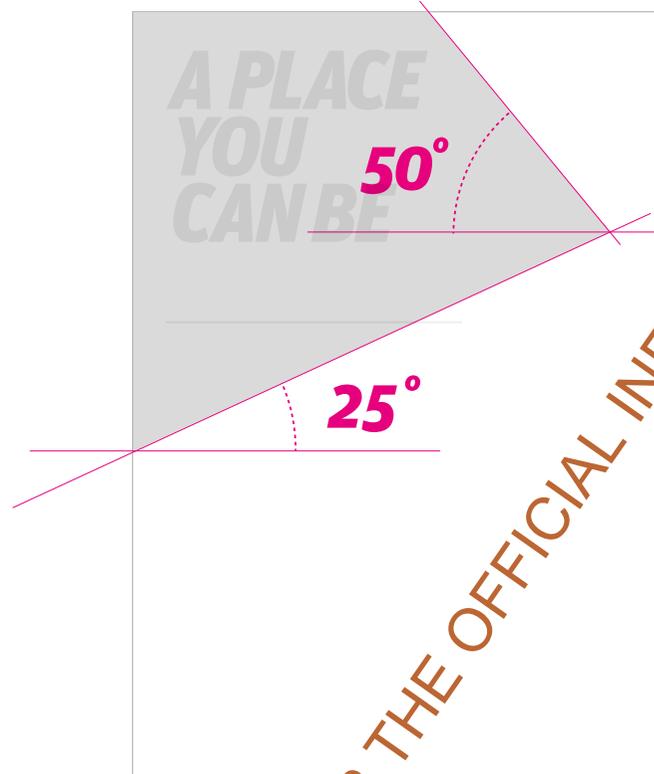
When being used to support a headline, always use the place device in the upper portion of the layout in a portrait format, and the left portion of the layout in a landscape format. There should be adequate space in the remaining area of the composition for photography and messaging. Ensure headline exclusion space is as shown adjacent.

COLOUR-WAYS

Use the gradient colour-ways across the place device. Adjust the direction and sizing on the gradient to fit with the photography and composition.

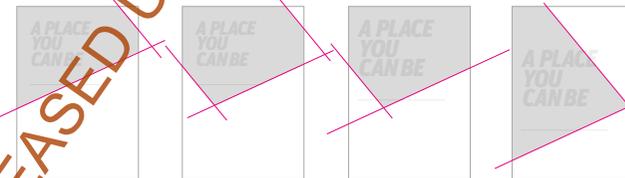
TRANSPARENCY

The device is always 'multiplied' (a term used in graphic programs to describe the transparency style of a layer) over the top of the photography. Photography placement needs to be considered to keep the place device bright and not too dark.



ANGLES

2 set angles taken from horizontals for the place device.



SHAPE EXAMPLES

Place device shape examples, using the set angles. The place device is not limited exclusively to these shapes.



HEADING PLACEMENT & EXCLUSION AREAS

'A place you can be' headline and handwritten line placement, with minimum 'A' size at top of lockup. Underline can sit outside the device, however ensure clarity if doing so.



COLOUR-WAYS

'Place' device with colour gradients options. Gradients can be angled in any direction to suit composition.

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6.0

COLOURS

Our colour palette is vibrant, bright and energetic. Our colours are intended to complement the photography and ensure our communication pieces are bold and impactful.

6.1 GRADIENTS

Our gradients are made up of combinations of 2 of the colours from the colour palette. These are used in the place device, which is then multiplied over photography.

COLOURS

 Dark Purple (#443996) C89 M85 Y0 K0 R68 G57 B150	 Light Purple (#744c9f) C67 M77 Y0 K0 R114 G78 B159	 Dark Blue (#263e78) C97 M81 Y23 K9 R38 G62 B120
 Cyan Blue (#0087c0) C82 M34 Y7 K0 R0 G135 B192	 Lime Green (#c2d94d) C32 M0 Y80 K0 R194 G217 B77	 Yellow (#fff200) C6 M0 Y87 K0 R255 G242 B0

GRADIENTS

 Blue Gradient Dark Blue C97 M81 Y23 K9 #263e78 Cyan Blue C82 M34 Y7 K0 #0087c0	 Blue Yellow Gradient Cyan Blue C82 M34 Y7 K0 #0087c0 Yellow C6 M0 Y87 K0 #fff200
 Purple Gradient Dark Purple C89 M85 Y0 K0 #443996 Extra Light Purple C47 M50 Y0 K0 #9887bf	 Teal Gradient Cyan Blue C82 M34 Y7 K0 #0087c0 Teal C60 M0 Y142 K0 #6abfa8

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7.0

PHOTOGRAPHY

Vibrant. Real. Positive. Inclusive and honest. Our photography demonstrates real kiwis in honest environments. They use vibrant colours, are well lit, and are sympathetic to our colour palettes. Scenes and environments depict anywhere our people are. To keep situations feeling authentic, people will never look directly into the lens.

7.1 STOCK PHOTOGRAPHY

Additional stock photography will sometimes be required to supplement collateral. When choosing good stock photography, it's important to have a kiwi (not American) feel. Have authentic real-life situations, and ensure the shot is positive and uplifting.

7.2 LIGHT SPACE

When using photography, it's important to ensure that the photograph fades to white or a light colour in the area that will sit behind the place device. This will allow the place device to be bright, with the colour not too compromised.



8.0

APPROVED PHOTOGRAPHY

The following set of photos has been retouched and approved for use across various elements. Some of the photos shown may need to be further retouched/extended/faded to white to fit each execution.



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9.0

LAYOUT

Bringing all the design elements together, the composition should look similar to the poster on the right. Some interpretation will be required to ensure the elements work together, and balance between the imagery, copy and brand is achieved.

9.1 SENSE CHECK

IS THE CREATIVE COMMUNICATING THE INTENDED MESSAGE?

- Is the copy visually clear?
- Is the copy to the point?
- Does the copy convey our tone?

DOES THE CREATIVE PORTRAY A HUMAN, HONEST AND POSITIVE MESSAGE?

- Is there a human focal point in the photography?
- Are the subjects smiling or acting positive?
- Does the photography look like a real situation?

DOES THE COMPOSITION WORK AS A WHOLE - VISUALLY?

- Is there enough room for the subject in the photography to stand out?
- Are there colours in the brand device that complement colours in the photography?
- Is there a balance between utilised space and free space?



If headline overlaps device into photography area, ensure copy has enough stand-out from background.

Having the top half of the photography as a light colour, with minimal detail, allows the place device to be bold when multiplied over.

Handwritten words can be either in **Black** or **Yellow**, for best stand-out against photography. Under rule must match the headline copy colour. Only use 1 or 2 words here.

Secondary Messaging can be added to the bottom half of the creative. Ensure there is adequate space for messaging to sit.

MOJ logo usually sits at bottom right or left.

10.0

PRINT EXAMPLES

The following are some of the product examples that have been developed for 'A place you can be'.



Digital Banner



Slide Presentation Template



A5 Conference Booklet



Pull-up Banner

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11.0

ALTERNATIVE MESSAGING

The 'A place you can be' collateral does not exclusively need to lead with the 'A place you can be' headline. When suitable, 'A place you can be ____' headline construct can recede to a secondary messaging tier, as shown adjacent. When creating collateral, ensure to follow the following rules:

HEADLINES

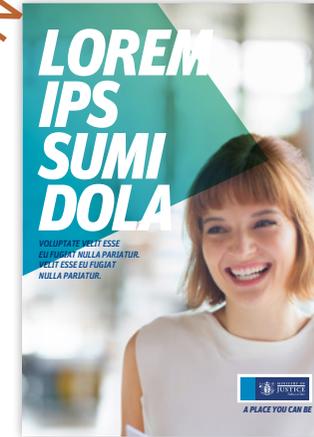
Try to keep the headline short and stacked, similar in style to how 'A place you can be' sits visually at the top left of a layout.

PHOTOGRAPHY

Whether the subject is people, objects, or scenes, the photograph subject needs to help support the comms message. Photography is colourful, positive and energetic.

'A PLACE YOU CAN BE' LOCKUP

The 'A place you can be' lockup can be left or right aligned on the bottom right of the layout. Ensure the photography behind the lockup is not too busy and allows the lockup to be clearly seen.



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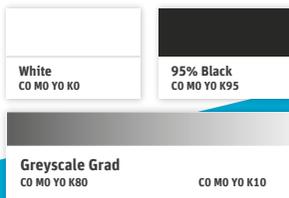
12.0

ALTERNATIVE COMPOSITIONS

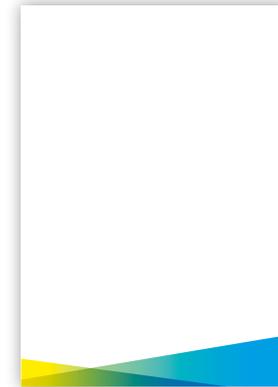
Our set of angled devices is flexible and can adapt to many page and screen formats. Overlapping diagonal shapes create dynamic footers, frame photography and highlight features and messaging. Be playful with the shapes, but refrain from mixing too many colour-ways and gradients. **Ensure the shapes never cover people's heads.**

12.1 GREYSCALE ALTERNATIVE

Sometimes a black and white alternative may need to be created because of printing limitations. When converting art to black and white, please ensure that the place device gradient is adjusted to the below colour-ways. The headline copy remains white and the handwritten word is set to 95% black. Photography may also need contrast increased for better impact.



Presentation Templates



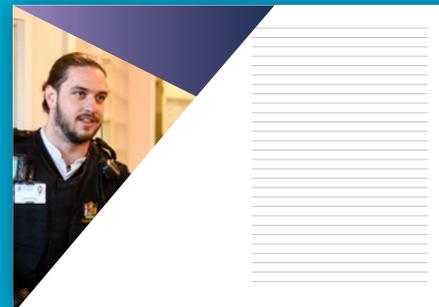
Footer



Title Page



A5 Booklet Spread



A5 Booklet Spread



A5 Booklet Spread

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13.0

LAYOUT DOS AND DON'TS

The following examples are guides for how to use (and not to use) the 'A place you can be' design elements.



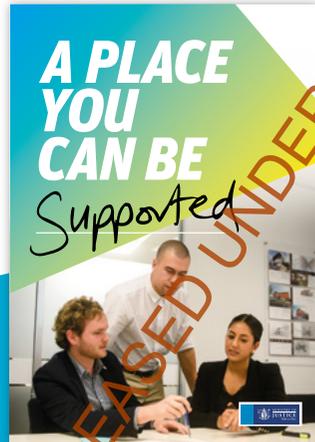
Only use white text for the 'A place you can be' headline, and black or yellow for the handwritten messaging



Ensure the handwritten word/phrase is large and clear enough in the allocated space



Do not use a place device that is too small for the composition



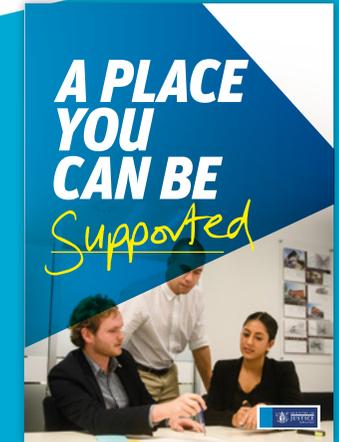
Don't create new gradient colour-ways



Do not use the place device too low in the composition



Don't overlap people's heads too much with the place device



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14.0

MERCHANDISE

'A place you can be' is not just limited to print and online material. It can also be applied to merchandise, work-related accessories and giveaways.



THANKS

For more information, contact edit.design@justice.govt.nz

Find a digital version of this style guide at jet.justice.govt.nz



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